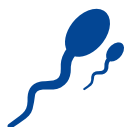




Alta BULLSEYE

Your target for beef x dairy



**FERTILITY
FOCUS SIRES**



**BLACK
CALF SIRES**



**FEEDER
CALF SIRES**



**TERMINAL
INDEX**

**CLICK THE INDEX THAT
MATCHES YOUR GOALS TO
FIND THE BULLS THAT HIT
YOUR BEEF X DAIRY TARGET.**



Alta

Create Value ▲ Build Trust ▲ Deliver Results



Alta BULLSEYE
Your target for beef x dairy

FERTILITY FOCUS SIRES

For dairy producers whose main focus is on their dairy herd. This equates to priority on high fertility beef sires to create a pregnancy that results in an easy calving.



FERTILITY FOCUS SIRES



011AN01212

Hoover

HERCULES

Excitement x Carbon Copy

High Fertility	Calving Ease
✓	+13



011AN01226

Connealy

SANDMAN

Prophet x Sierra Cut

High Fertility	Calving Ease
✓	+10



011AN01296

Westwind

INTIMIDATOR DJH 542

Rampage x Pioneer

High Fertility	Calving Ease
✓	+7

July 9, 2019

HIGH FERTILITY: Proven results for improved conception rates when used on dairy animals, based on pregnancy check results analyzed through Alta's CONCEPT PLUS sire fertility evaluation.
CALVING EASE: The difference in percentage of unassisted births. A higher value indicating greater calving ease in first-calf heifers.



FERTILITY FOCUS SIRES



011AN01299

Baldrige

HICKORY

Hickok x Upgrade

High Fertility



Calving Ease

+19



011AN01301

Ellingson

REAL WORLD 6407

Remedy x Identity

High Fertility



Calving Ease

+14

July 9, 2019

HIGH FERTILITY: Proven results for improved conception rates when used on dairy animals, based on pregnancy check results analyzed through Alta's CONCEPT PLUS sire fertility evaluation.
CALVING EASE: The difference in percentage of unassisted births. A higher value indicating greater calving ease in first-calf heifers.



FERTILITY FOCUS SIRES



011SM02037

IPU

LINER 56U 213Y

Liner x Red Label

High Fertility



Calving Ease

+8.0



011SM02044

Hook's

XAVIER 14X

Daybreak x Shear Force

High Fertility



Calving Ease

+9.9



011SM02050

TFS

OKLAHOMA 4728B

Top Grade x Providence

High Fertility



Calving Ease

+13.1

July 9, 2019

HIGH FERTILITY: Proven results for improved conception rates when used on dairy animals, based on pregnancy check results analyzed through Alta's CONCEPT PLUS sire fertility evaluation.
CALVING EASE: The difference in percentage of unassisted births. A higher value indicating greater calving ease in first-calf heifers.



FERTILITY FOCUS SIRES



011SM02051

TFS 6EM3

7323E

Rito 6EM3 x Top Grade

High Fertility	Calving Ease
✓	+16.5



011SM02052

TFS Aviator

7346E

Aviator x Black Bear

High Fertility	Calving Ease
✓	+15.1



011SM02053

TFS Aviator

7492E

Aviator x Redman

High Fertility	Calving Ease
✓	+14.7

July 9, 2019

HIGH FERTILITY: Proven results for improved conception rates when used on dairy animals, based on pregnancy check results analyzed through Alta's CONCEPT PLUS sire fertility evaluation.
CALVING EASE: The difference in percentage of unassisted births. A higher value indicating greater calving ease in first-calf heifers.



FERTILITY FOCUS SIREs



041LM05303

Wulfs

CHECKERED 2137C

Zouave x Xtractor

High Fertility	Calving Ease
✓	+10



041LM05307

Wulfs

CAME FOR 3659C

Stetson x Warbonnet

High Fertility	Calving Ease
✓	+14



041LM05318

Wulfs

DYMOT F409D

Stetson x Final Answer

High Fertility	Calving Ease
✓	+14

July 9, 2019

HIGH FERTILITY: Proven results for improved conception rates when used on dairy animals, based on pregnancy check results analyzed through Alta's CONCEPT PLUS sire fertility evaluation.
CALVING EASE: The difference in percentage of unassisted births. A higher value indicating greater calving ease in first-calf heifers.



FERTILITY FOCUS SIRES



041LM05329

Wulfs

1187D B2F

Aerosmith x 5006U

High Fertility	Calving Ease
✓	+9



041LM05345

Wulfs

M019E B2F

Bulldozer x Guardian

High Fertility	Calving Ease
✓	+12

July 9, 2019

HIGH FERTILITY: Proven results for improved conception rates when used on dairy animals, based on pregnancy check results analyzed through Alta's CONCEPT PLUS sire fertility evaluation.
CALVING EASE: The difference in percentage of unassisted births. A higher value indicating greater calving ease in first-calf heifers.



Alta BULLSEYE
Your target for beef x dairy

BLACK 
CALF SIRES

For the optimal premium on beef
x dairy cross calves sold within
one or two days after birth



BLACK CALF SIRES



011AN01345

Connealy

ACCORD

Concord x Capitalist

Calving Ease	Ribeye Area
+16	+0.76



011AN01269

Connealy

ICON 5062

Identity x Cowboy

Calving Ease	Ribeye Area
+15	+0.74



011AN01349

K C F Bennett

STRONG

Weigh Up x Homestead

Calving Ease	Ribeye Area
+15	+0.65

July 9, 2019

CALVING EASE: The difference in percentage of unassisted births. A higher value indicating greater calving ease in first-calf heifers.

RIBEYE AREA: Adjusted ribeye area of a sire's progeny, measured in square inches.



BLACK CALF SIRES



011AN01301

Ellingson

REAL WORLD 6407

Remedy x Identity

Calving Ease	Ribeye Area
+14	+0.39



011AN01159

Hoover

INSPIRATION

CC & 7 x Gridiron

Calving Ease	Ribeye Area
+10	+0.69

July 9, 2019

CALVING EASE: The difference in percentage of unassisted births. A higher value indicating greater calving ease in first-calf heifers.

RIBEYE AREA: Adjusted ribeye area of a sire's progeny, measured in square inches.



BLACK CALF SIRES



011SM02051

TFS 6EM3

7323E

Rito 6EM3 x Top Grade

Calving Ease	Ribeye Area
+16.5	+0.33



011SM02046

EGL

EXECUTIVE ORDER E019

Beacon x New Frontier

Calving Ease	Ribeye Area
+16.7	+0.68



011SM02052

TFS Aviator

7346E

Aviator x Black Bear

Calving Ease	Ribeye Area
+15.1	+0.43

July 9, 2019

CALVING EASE: The difference in percentage of unassisted births. A higher value indicating greater calving ease in first-calf heifers.

RIBEYE AREA: Adjusted ribeye area of a sire's progeny, measured in square inches.



BLACK CALF SIRES



011SM02044

Hook's

XAVIER 14X

Daybreak x Shear Force

Calving Ease	Ribeye Area
+9.9	+1.27



011SM02037

IPU

LINER 56U 213Y

Liner x Red Label

Calving Ease	Ribeye Area
+8.0	+0.73

July 9, 2019

CALVING EASE: The difference in percentage of unassisted births. A higher value indicating greater calving ease in first-calf heifers.

RIBEYE AREA: Adjusted ribeye area of a sire's progeny, measured in square inches.



BLACK CALF SIRES



041LM05307

Wulfs

CAME FOR 3659C

Stetson x Warbonnet

Calving Ease	Ribeye Area
+14	+1.15



041LM05318

Wulfs

DYMOT F409D

Stetson x Final Answer

Calving Ease	Ribeye Area
+14	+0.93



041LM05345

Wulfs

M019E B2F

Bulldozer x Guardian

Calving Ease	Ribeye Area
+12	+0.98

July 9, 2019

CALVING EASE: The difference in percentage of unassisted births. A higher value indicating greater calving ease in first-calf heifers.

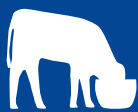
RIBEYE AREA: Adjusted ribeye area of a sire's progeny, measured in square inches.



Alta BULLSEYE
Your target for beef x dairy

FEEDER CALF SIRES

For dairy producers who also raise
their beef x dairy cross calves to
300 - 500 pounds



FEEDER CALF SIRES



011AN01339

Poss

MARVEL

Discovery x Element

WW	\$F
+92	+96



011AN01277

KR

QUEST

Bullseye x Hammer

WW	\$F
+94	+127



011AN01302

CCA C4

EXPLOSIVE

Southside x New Design

WW	\$F
+88	+127

July 9, 2019

WW (WEANING WEIGHT): The adjusted weaning weights of a bull's progeny when compared to the breed average, in pounds.

\$F (FEEDLOT VALUE): Calculates a \$/head difference in expected progeny performance for post weaning merit. \$F uses WW and YW EPDs along with trait inter-relationships. Typical feedlot gain value, feed consumption and cost differences are accounted for in the final calculations.



FEEDER CALF SIRES



011AN01304

EXAR

WITHDRAWAL 6540

Investment x Franchise

WW	\$F
+81	+115



011AN01281

Bear Mtn

GENUINE 5022

Earnan x Factor

WW	\$F
+75	+109



011AN01238

Bushs

WIND CHILL 982

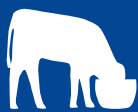
Identity x Trooper

WW	\$F
+78	+131

July 9, 2019

WW (WEANING WEIGHT): The adjusted weaning weights of a bull's progeny when compared to the breed average, in pounds.

\$F (FEEDLOT VALUE): Calculates a \$/head difference in expected progeny performance for post weaning merit. \$F uses WW and YW EPDs along with trait inter-relationships. Typical feedlot gain value, feed consumption and cost differences are accounted for in the final calculations.



FEEDER CALF SIRES



011SM02044

Hook's

XAVIER 14X

Daybreak x Shear Force

WW	TI
+92.4	+88.0



011SM02053

TFS Aviator

7492E

Aviator x Redman

WW	TI
+64.1	+72.5



011SM02052

TFS Aviator

7346E

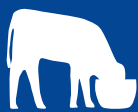
Aviator x Black Bear

WW	TI
+62.0	+70.7

July 9, 2019

WW (WEANING WEIGHT): The adjusted weaning weights of a bull's progeny when compared to the breed average, in pounds.

TI (TERMINAL INDEX): Evaluates sires for use on mature Angus cows with all offspring put on feed and sold on a grade and yield basis.



FEEDER CALF SIRES



011SM02051

TFS 6EM3

7323E

Rito 6EM3 x Top Grade

WW	TI
+57.7	+71.6



011SM02046

EGL

EXECUTIVE ORDER E019

Beacon x New Frontier

WW	TI
+59.2	+83.4



011SM02037

IPU

LINER 56U 213Y

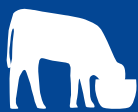
Liner x Red Label

WW	TI
+59.0	+56.2

July 9, 2019

WW (WEANING WEIGHT): The adjusted weaning weights of a bull's progeny when compared to the breed average, in pounds.

TI (TERMINAL INDEX): Evaluates sires for use on mature Angus cows with all offspring put on feed and sold on a grade and yield basis.



FEEDER CALF SIRES



July 9, 2019

011SM02050

TFS

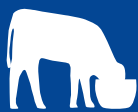
OKLAHOMA 4728B

Top Grade x Providence

WW	TI
+48.6	+70.9

WW (WEANING WEIGHT): The adjusted weaning weights of a bull's progeny when compared to the breed average, in pounds.

TI (TERMINAL INDEX): Evaluates sires for use on mature Angus cows with all offspring put on feed and sold on a grade and yield basis.



FEEDER CALF SIRES



041LM05318

Wulfs

DYMOT F409D

Stetson x Final Answer

WW	\$MTI
+73	+50.85



041LM05303

Wulfs

CHECKERED 2137C

Zouave x Xtractor

WW	\$MTI
+90	+47.80



041LM05307

Wulfs

CAME FOR 3659C

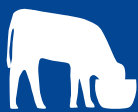
Stetson x Warbonnet

WW	\$MTI
+66	+42.68

July 9, 2019

WW (WEANING WEIGHT): The adjusted weaning weights of a bull's progeny when compared to the breed average, in pounds.

\$MTI (MAINSTREAM TERMINAL INDEX): A multiple-trait selection index, expressed in dollars per head, designed to assist beef producers by adding simplicity to genetic selection decisions. It measures differences in expected profit per carcass produced on a mainstream grid.



FEEDER CALF SIRES



041LM05345

Wulfs

M019E B2F

Bulldozer x Guardian

WW	\$MTI
+68	+44.16

July 9, 2019

WW (WEANING WEIGHT): The adjusted weaning weights of a bull's progeny when compared to the breed average, in pounds.

\$MTI (MAINSTREAM TERMINAL INDEX): A multiple-trait selection index, expressed in dollars per head, designed to assist beef producers by adding simplicity to genetic selection decisions. It measures differences in expected profit per carcass produced on a mainstream grid.



Alta BULLSEYE
Your target for beef x dairy

TERMINAL INDEX

For dairy producers that also raise and finish their beef x dairy cross animals



TERMINAL INDEX



011AN01302

CCA C4

EXPLOSIVE

Southside x New Design

\$B	\$F
+197	+127



011AN01238

Bushs

WIND CHILL 982

Identity x Trooper

\$B	\$F
+188	+131



011AN01339

Poss

MARVEL

Discovery x Element

\$B	\$F
+166	+96

July 9, 2019

\$B (BEEF VALUE): The expected average dollar per head difference in the progeny post weaning performance and carcass value. The \$B value is comprised of two pieces: \$F (Feedlot) and \$G (Grid).

\$F (FEEDLOT VALUE): Calculates a \$/head difference in expected progeny performance for post weaning merit. \$F uses WW and YW EPDs along with trait inter-relationships. Typical feedlot gain value, feed consumption and cost differences are accounted for in the final calculations.



TERMINAL INDEX



011AN01281

Bear Mtn

GENUINE 5022

Earnan x Factor

\$B	\$F
+158	+109



011AN01251

K C F Bennett

AUTHENTIC B536

Authentic x In Focus

\$B	\$F
+161	+95



011AN01277

KR

QUEST

Bullseye x Hammer

\$B	\$F
+169	+127

July 9, 2019

\$B (BEEF VALUE): The expected average dollar per head difference in the progeny post weaning performance and carcass value. The \$B value is comprised of two pieces: \$F (Feedlot) and \$G (Grid).

\$F (FEEDLOT VALUE): Calculates a \$/head difference in expected progeny performance for post weaning merit. \$F uses WW and YW EPDs along with trait inter-relationships. Typical feedlot gain value, feed consumption and cost differences are accounted for in the final calculations.



TERMINAL INDEX



July 9, 2019

011AN01304

EXAR

WITHDRAWAL 6540

Investment x Franchise

\$B	\$F
+159	+115

\$B (BEEF VALUE): The expected average dollar per head difference in the progeny post weaning performance and carcass value. The \$B value is comprised of two pieces: \$F (Feedlot) and \$G (Grid).

\$F (FEEDLOT VALUE): Calculates a \$/head difference in expected progeny performance for post weaning merit. \$F uses WW and YW EPDs along with trait inter-relationships. Typical feedlot gain value, feed consumption and cost differences are accounted for in the final calculations.



TERMINAL INDEX



011SM02044

Hook's

XAVIER 14X

Daybreak x Shear Force

TI

+88.0



011SM02046

EGL

EXECUTIVE ORDER E019

Beacon x New Frontier

TI

+83.4



011SM02051

TFS 6EM3

7323E

Rito 6EM3 x Top Grade

TI

+71.6

July 9, 2019

TI (TERMINAL INDEX): Evaluates sires for use on mature Angus cows with all offspring put on feed and sold on a grade and yield basis.



TERMINAL INDEX



011SM02052

TFS Aviator

7346E

Aviator x Black Bear

TI

+70.7



011SM02053

TFS Aviator

7492E

Aviator x Redman

TI

+72.5



011SM02050

TFS

OKLAHOMA 4728B

Top Grade x Providence

TI

+70.9

July 9, 2019

TI (TERMINAL INDEX): Evaluates sires for use on mature Angus cows with all offspring put on feed and sold on a grade and yield basis.



TERMINAL INDEX



July 9, 2019

011SM02037

IPU

LINER 56U 213Y

Liner x Red Label

TI
+56.2

TI (TERMINAL INDEX): Evaluates sires for use on mature Angus cows with all offspring put on feed and sold on a grade and yield basis.



TERMINAL INDEX



041LM05318

Wulfs

DYMOT F409D

Stetson x Final Answer

\$MTI

+50.85



041LM05303

Wulfs

CHECKERED 2137C

Zouave x Xtractor

\$MTI

+42.68

July 9, 2019

\$MTI (MAINSTREAM TERMINAL INDEX): A multiple-trait selection index, expressed in dollars per head, designed to assist beef producers by adding simplicity to genetic selection decisions. It measures differences in expected profit per carcass produced on a mainstream grid.